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Helium 10 is a leading all-in-one software platform, delivering accurate, data-driven solutions to sellers. Headquartered in Irvine, California, Helium 10 empowers entrepreneurs globally with the power of data, ongoing education, and community support necessary to maximize their potential and thrive in the future of e-commerce. From opportunity seekers to solopreneurs, to full-time sellers, enterprises, agencies, and everyone in between, Helium 10 champions entrepreneurship at all stages with the playbook to build, grow and scale a meaningful and steadfast e-commerce business.



Services

- Self-serve

Products supported

- Sponsored Products
- Sponsored Brands

Cost structures

- Percentage of Media spend

Minimums

No

Customer types

Agencies (holding company, independent, sales & marketing brokers, aggregators) and brands (direct advertisers)

Regions supported*

U.S., Canada, UK, India, China and Japan
**Walmart Connect offers ad inventory in the U.S. only.*

Offices

Irvine, California

Contact

walmartconnect@helium10.com

Sponsored Search platform features	Walmart Ad Center	Helium 10
Campaign management		
Campaign creation/editing	✓	✓
Rule-based optimization	✓	✓
Dayparting		✓
Budget run-out alert		
Reporting		
Dashboard metrics	✓	✓
Share of voice		
Stats (near-real time metrics)	✓	✓
Stats (near-real time daily budget indicator)		✓
Additional features		
Cross-retailer/publisher keywords		✓
Suggested bids (ad items)	✓	✓
Suggested bids (keywords)	✓	✓

This table does not represent all the features, tools and services offered by Helium 10. Contact Helium 10 for complete feature information.